



2012 - 2013 Tourism & the Arts Program

The Virginia Commission for the Arts and the Virginia Tourism Corporation created a special grant program to help Virginia **General Operating Support** arts organizations, working in partnership with the local tourism industry, with direct expenses for tourism promotion efforts.

This objective can be accomplished through actions including the following:

- Encouraging and stimulating investment by combined efforts of local, regional and statewide entities for cultural marketing initiatives.
- Marketing Virginia as a year-round travel destination for individuals and groups.
- Marketing the arts and cultural attractions of Virginia to international travelers.

Tourism & the Arts Guidelines:

Eligible applicants are partnerships of at least three entities with **the lead applicant is required to be a Virginia Commission for the Arts General Operating Support grantee.** Each partner must make a financial contribution to the project. (Note: *The Commission's General Operating Support grantees have been reviewed for artistic quality, effective management and service to the community*). Other partners can be the local or regional tourism promotion office, other arts organizations, Virginia towns, cities, convention and visitor bureaus, chambers of commerce, private businesses, museums, and other attractions. **A letter of support from the local or regional tourism promotion office is required as part of the application.** A potential vendor of services for or to the application partnership program, either directly or indirectly, cannot be a partner in the application.

Applicants can apply for up to \$5,000 with a 1:1 match required. The match is a cash match only. No in-kind services or costs will be allowed for matching purposes.

Funding will be awarded on a merit scale, based upon the overall score given to the application by the Virginia Commission for the Arts and Virginia Tourism Corporation review committee. In making decisions on grant applications, the Virginia Commission for the Arts / Virginia Tourism Corporation review committee, will consider such factors as type and scope of the applying organization, the organization's additional resources, the impact and priority of the proposed project, the timetable, the number of applications received, the dollar amounts of the applications received and most importantly the impact of the project's ability to increase and track overnight stays and visitor revenue in the community.

Please refer to Tourism & the Arts Scoring Guidelines for evaluation criteria attached to this application. The actual award may or may not equal the amount requested and is based on available funds at the time of award.

All programs should include a sustainability mechanism for programs that will be ongoing after the funding cycle, as well as plans for funding programs in case full funding is not awarded.

All programs that produce printed brochures, websites or other visual materials:

- Must include both the Virginia Commission for the Arts logo and the Virginia Is for Lovers color logo (b/w logo acceptable on one color printed materials).
- Must include the date of printing and publication quantity.
- Where practical, the Virginia Commission for the Arts and the Virginia Is for Lovers logos and website addresses should appear in advertisements (print, electronic, broadcast media, etc.).

Applicants are encouraged to incorporate the Virginia Tourism Corporation Partnership Advertising Opportunities. Please refer to <http://www.vatc.org/advertising/coopadprog/partneradvertising.asp> for more information.

Eligible Activities:

- **Printed Materials** – Travel related printed materials including brochures, media kits, group tour publications, meeting planner publications and other printed information materials designed to promote the partnership's area as a travel destination.
- **Placement of Advertisements** – (includes print ads, radio, television, internet, etc.). Ads must promote the applicant's area to visitors and are encouraged to incorporate the Virginia Tourism Corporation Partnership Advertising Opportunities. If the proposal includes media outlets that are not part of the Virginia Tourism Corporation Partnership Advertising Opportunities, justification should be included on why the proposed media outlet is used.
- **Website Development** – Development of websites to promote the applicants areas are eligible. Maintenance fees for websites are NOT eligible.
- **Travel and Trade Show Booth Rental/Participation Fees** – Fees associated with registration at travel and trade shows are eligible. Travel expenses, including accommodations and transportation are NOT eligible for funding.
- **Dues and Memberships** – Fees that are required to participate in marketing initiatives or travel trade shows are eligible.
- **Fulfillment Costs** – Fees associated with mailing collateral materials as a result of the marketing programs are eligible as well as the use of toll-free numbers associated with the programs.
- **Tradeshow Displays** – Design and production of display units that will be used in conjunction with travel promotions at travel and tradeshow are eligible.

Ineligible Activities:

- Programs that do not contribute to increased visitation to the applicant's area and to Virginia.
- Administrative expenses including office space, salary and personnel costs, office supplies, office equipment, normal office postage, and other administrative costs. (Toll-free numbers associated with the programs will be funded as described above, as will postage fulfillment costs directly associated with the programs).
- Costs of promotional items (such as pens, pencils, etc.)
- Event start up and production costs.
- Maintenance fees for websites.
- Travel expenses, including accommodations and transportation.
- Operating or overhead expenses. Funds are to be used only for marketing purposes as stated in these guidelines and in the application.

Application / Review / Payment Procedure:

All applications must include a detailed marketing plan that states specific media placements, timelines, and costs.

All applications must provide stated clear performance measures. A detailed plan to measure the effectiveness of the proposed program must be included at the time of application. The plan must clearly state the expectations, targets, outcomes, and progress of the program and how that information will be measured and reported to the Virginia Commission for the Arts.

Grants are based upon information contained in the application and will be scored based upon the attached Tourism & the Arts Scoring Guidelines. Since awards are determined from these scores, the application must be as complete as possible.

The Commission will pay 85 percent of the grant amount after the grant has been awarded. The final 15% will be paid within 30 days after the Commission receives and approves the final report, copies of vendor invoices showing the actual costs, proof of payment of invoices, proof of product or ad campaign (tear sheets, examples of printed materials, copies of audio or video tapes), and/or screen captures and active web addresses for website related programs.

A final report must be submitted to the Virginia Commission for the Arts at the end of the program and no later than **June 1, 2013**, detailing the results of the program, including results of the program, return on investment, performance measure outcomes, and other supporting data.

Application Submission:

The application must be **received** by the Virginia Commission for the Arts no later than **5 p.m. on August 8, 2012**.
(PLEASE NOTE THIS IS NOT A POST MARK DATE)

1. Provide the **original and seven copies of your application**. Applications should be typed or computer printed. Applications and supporting materials should not be bound or placed in a notebook. Staple the application in the upper left hand corner. Supporting materials may be included in clear sheet holders or similar pockets.
2. **FAX and/or e-mail applications will NOT BE ACCEPTED**. For tracking purposes and date/time delivery recording purposes, it is suggested that applications be sent via UPS, FedEx, DHL, or USPS Registered Mail/Return receipt requested.
3. Any changes in the applicant's program that arise after notification of award must be submitted in writing to the Virginia Commission for the Arts. Failure to do so may result in default and any funding awarded to date may be refundable to the Virginia Commission for the Arts and the Virginia Tourism Corporation.

Applications are due by 5:00 PM on Wednesday, August 8, 2012.
(PLEASE NOTE THIS IS NOT A POSTMARK DATE)

Please mail application to:

Virginia Commission for the Arts
223 Governor Street
Richmond, VA 23219
(804) 225-3132



Virginia Commission for the Arts / Virginia Tourism Corporation Tourism & the Arts Scoring Guidelines

The following will be used in evaluating applications for the Tourism & the Arts Grant.
Please make sure your application thoroughly addresses each question.

Eligible applicants will be partnerships of at least three entities with the lead applicant required to be a Virginia Commission for the Arts General Operating Support grantee. Each partner must make a financial contribution to the project. (Note: *The Commission's General Operating Support grantees have been reviewed for artistic quality, effective management and service to the community. A list of General Operating Support grantees can be found on the Commission's website www.arts.virginia.gov*).

	<u>Maximum Points</u>
<u>PROGRAM DESCRIPTION</u>	
<ul style="list-style-type: none"> • Program Description and Partner Evaluation <ul style="list-style-type: none"> ○ <i>What do you want to accomplish?</i> ○ <i>What are the goals for your program?</i> ○ <i>Who are your partners and what is their role and financial commitment?</i> ○ <i>What are you and your partner's role in this program?</i> 	<p>15 pts</p> <p>Total: 15 pts.</p>
<u>PROGRAM CONTENT</u>	
<ul style="list-style-type: none"> • Target Audience and Market Research <ul style="list-style-type: none"> ○ <i>Who is your target market and audience?</i> ○ <i>Why did you choose this market?</i> ○ <i>What research supports your interest in this market?</i> • Marketing Message and Program <ul style="list-style-type: none"> ○ <i>What is your message that will cut through the clutter and encourage action?</i> ○ <i>What resources do you have and need to reach the target market?</i> ○ <i>What is your marketing plan to reach the target market?</i> ○ <i>Is the marketing plan detailed, with specific timelines?</i> ○ <i>Does the program efficiently use resources?</i> ○ <i>Does the program support current Virginia Tourism Corporation marketing efforts, including the Virginia Tourism Corporation Partnership Advertising Opportunities?</i> 	<p>25 pts.</p> <p>30 pts.</p> <p>Total: 55 pts.</p>
<u>PERFORMANCE MEASUREMENT</u>	
<ul style="list-style-type: none"> • Effectiveness of Program <ul style="list-style-type: none"> ○ <i>Have you clearly listed your objectives, desired outcomes, and demonstrated how you have leveraged dollars?</i> ○ <i>Have you clearly stated your targets and established realistic baseline numbers for new programs?</i> ○ <i>How will know if you have reached your target audience?</i> ○ <i>How will you track the follow up to - and effectiveness of - your marketing?</i> ○ <i>How will you report the effectiveness of your program to the Virginia Commission for the Arts and the Virginia Tourism Corporation?</i> ○ <i>Is there a sustainability plan to continue the program after the requested funding cycle?</i> ○ <i>Is there a plan for implementing the program if requested funding is not fully awarded?</i> 	<p>30 pts.</p> <p>Total 30 pts.</p>
<u>TOTAL MAXIMUM SCORE:</u>	<u>100 POINTS</u>



Tourism & the Arts Application Directions

Follow the format below in preparing your application. Answer **each** question as thoroughly as possible.

- 1) **COVER SHEET**
Complete the Virginia Commission for the Arts / Virginia Tourism Corporation Tourism & the Arts Application Cover Sheet and include as the first page of your application.
- 2) **PARTNER INFORMATION PAGES (The lead applicant must be a current Virginia Commission for the Arts General Operating Support grantee)** Complete the information sheets for the lead partner and each partner in the program.
- 3) **PROGRAM DESCRIPTION (attach up to two pages)**
Description of the proposed program and goals, and the partner's role in the program. Answer the following questions: What do you want to accomplish? What are the goals for your program? Who are your partners and what is their role and financial commitment?
- 4) **TARGET AUDIENCE AND MARKET RESEARCH (attach up to two pages)**
Who is your target market and audience? Why did you choose this market? What research supports your interest in this market?
- 5) **MARKETING PROGRAM PLAN (attach up to two pages, plus the detailed marketing plan)**
 - A) What is the message that will cut through the clutter and encourage action?
 - B) What resources do you have and need to reach the target market?
 - C) What is your marketing plan to reach the target market?
 - D) Is the marketing plan detailed, with specific timelines?
 - E) Does the program efficiently use resources?

Please provide a detailed marketing plan showing specific media placements, placement dates, brochure development, costs associated with program, etc. in the format shown below.

(Reproduce this format on a separate page):

Tourism & the Arts Marketing Plan			
Specific Item (media outlet, brochure, broadcast, etc.)	Date of Item Placement, Expense	Projected Cost	Anticipated Completion Date
TOTALS			

- 6) **PERFORMANCE MEASURES (attach up to two pages)**
 - A) Have you clearly listed your objectives, desired outcomes, and demonstrated how you have leveraged dollars?
 - B) Have you clearly stated your targets and established realistic baseline numbers for new programs?
 - C) How will you know if you have reached your target audience? How will you track the follow up to - and effectiveness of - your marketing?
 - D) How will you report the effectiveness of your program to the Virginia Commission for the Arts and the Virginia Tourism Corporation?
 - E) Is there a sustainability plan to continue the program after the requested funding cycle?
 - F) Is there a plan for implementing the program if requested funding is not fully awarded?



Virginia Commission for the Arts / Virginia Tourism Corporation

2012 – 2013 Tourism & the Arts Cover Sheet

PROGRAM NAME: _____

LEAD PARTNER: _____
(MUST BE A VIRGINIA COMMISSION FOR THE ARTS GENERAL OPERATING SUPPORT GRANTEE)

2nd PARTNER: _____

3rd PARTNER: _____

BUDGET OF PROPOSED PROGRAM

Up to \$5,000

Maximum award of \$5,000 with a 1:1 match required

Leveraging Funds Requested \$ _____

Partner's Matching Funds (1:1 Match) \$ _____

Total Budget for Program \$ _____

ANTICIPATED DATE OF PROGRAM COMPLETION: _____

LEAD PARTNER CONTACT INFORMATION

(Please provide exact contact information for where correspondence regarding application is to be sent, including reimbursement payments).

Name of Program

Name of Lead Partner **(MUST BE A VIRGINIA COMMISSION FOR THE ARTS GENERAL OPERATING SUPPORT GRANTEE**

Mailing address of Lead Partner

Physical address of Lead Partner

City

State

Zip

Telephone

Fax

E-mail address

Website address

Federal Employer Identification Number – (This number is assigned to your organization by the federal government as your Federal Employers' Identification number. This number must be included in your application. Please make sure the number is entered correctly. Payments can not be made without the Federal Employer ID Number.)

\$

Lead Partners Financial Commitment (required)

Name and title of authorized person (please print)

Signature of authorized person

Date

Please include contact information for each additional partner on the following pages

PARTNER CONTACT INFORMATION

Name of Program

Name of Partner

Mailing address of Partner

Physical address of Partner

City

State

Zip

Telephone

Fax

E-mail address

Website address

\$

Partners Financial Commitment (*required*)

Name and title of authorized person (please print)

Signature of authorized person

Date

Please attach additional forms for each partner in program

PARTNER CONTACT INFORMATION

Name of Program

Name of Partner

Mailing address of Partner

Physical address of Partner

City

State

Zip

Telephone

Fax

E-mail address

Website address

\$

Partners Financial Commitment (*required*)

Name and title of authorized person (please print)

Signature of authorized person

Date

Please attach additional forms for each partner in program

CERTIFICATION OF ASSURANCES AND GRANT CONDITIONS 2012 - 2013 FOR TOURISM & THE ARTS GRANTEES OF THE VIRGINIA COMMISSION FOR THE ARTS

Virginia Commission for the Arts grantees are required to be non-profit Virginia organizations and exempt from federal income tax under Section 501(a), which includes the 501(c)3 designation of the Internal Revenue code, or are units of government, educational institutions, or local chapters of tax exempt national organizations.

Commission grants are limited to:

- 10% or less of previous year's income for grants to established arts organizations (three or more years old).
- Commission grants to any established arts organization in one year will total no more than 30% of that organization's income for the previous year.

No part of any Commission grant shall be used for any activity intended or designed to influence a member of Congress or the General Assembly to favor or oppose any legislation.

Each Commission grantee will:

- provide accurate, current and complete financial records of each grant.
- maintain accounting records which are supported by source documentation.
- maintain effective control over and accountability for all funds, property, and other assets ensuring that assets are used solely for authorized purposes.
- maintain procedures ensuring timely disbursement of funds.
- provide the Commission, or its authorized representatives, access to the grant-related financial records.

The grantee will expend any and all grant funds only for purposes described in the application form and attachments. The grantee must request permission in writing to make substantial changes in budget, schedule, program, personnel. The requested changes must be approved in advance by the Commission. NOTE: If any project receiving grant support from the Commission has actual income in excess of expenses, the grantee must use these funds for other arts activities and the Commission must approve the organization's use of any of these excess funds up to the amount of the grant.

Each Commission grantee will comply with these federal statutes and regulations:

- Title VI, Section 601, of the Civil Rights Act of 1964, which provides that no person, on the ground of race, color or national origin, shall be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.
- Title IX, Section 1681, of the Education Amendments of 1972, which provides that, with certain exceptions, no person, on the basis of sex or age, shall be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving federal financial assistance.
- With Disabilities Act and Section 504 of the Rehabilitation Act of 1973, which prohibits discrimination against persons with physical or mental disabilities in federally assisted programs. Compliance with this Act includes the following: notifying employees and beneficiaries of the organization that it does not discriminate on the basis of handicap and operation of programs and activities which, when viewed in their entirety, are accessible to persons with disabilities. Compliance also includes maintenance of an evaluation plan developed with the assistance of persons with disabilities or organizations representing disabled persons which contains: policies and practices for making programs and activities accessible; plans for making any structural modifications to facilities necessary for accessibility; a list of the persons with disabilities and/or organizations consulted; and the name and signature of the person responsible for the organization's compliance efforts ("ADA Coordinator").

Each grantee will submit a Final Report to the Commission within thirty (30) days of the end of the grant period and before June 15, 2012 (A Final Report form is sent by the Commission with each grant award letter. It is the responsibility of the grantee to hold this form for completion until the end of the grant period). This report will contain a comparison of actual with budgeted amounts (as submitted on the application) for each grant prepared from the grantee's accounting records, and for General Operating Support grantees the Commission will separately require a financial statement (final or year-to-date) of all income and expenses of the grantee organization for the fiscal year in which the grant funds were received.

Acknowledgment of the Commission and the Virginia Tourism Corporation must be made in all published material (printed programs, news releases, web news, email alerts, advertisements, flyers, etc.) and announcements regarding the particular activity or activities supported. Suggested language is "(organization or activity) is partially supported by funding from the Virginia Commission for the Arts and the Virginia Tourism Corporation."

This form must be signed by an individual duly authorized by the governing body of the organization to act on its behalf and submitted with every grant application made to the Commission. The signature of the individual indicates the organization's compliance with the grant conditions listed above. A duly authorized individual must also sign the final report form.

The undersigned certifies to the best of his/her knowledge that:

- the information in this application and its attachments is true and correct;
- the filing of this application has been duly authorized by the governing body of the applicant organization;
- the applicant organization agrees to comply with all grant conditions cited above.

The undersigned further certifies that he or she has the legal authority to obligate the applicant organization.

Typed Name of Authorizing Official of Lead Applicant

Title

Signature of Authorizing Official of Lead Applicant

Date

Lead Applicant Organization Name: _____